

**WHAT IS CLAIMED IS:**

1. A modular printer comprising a media take-up assembly module, a printhead assembly module, a motor assembly module and a support body, the support body having a plurality of recesses, each of the recesses being configured to receive one of the assembly modules of the modular printer at a position to align the assembly module with the other assembly modules of the modular printer in an operational configuration, each of the assembly modules being independently mountable to and detachable from the support body as an integral unit.
2. A modular printer according to Claim 1, wherein the support body defines an internal support wall within the modular printer, the plurality of recesses being formed in the support wall, wherein when each assembly module is secured within one of the recesses, the assembly module projects outwardly from the support wall.
3. A modular printer according to Claim 2, wherein the motor assembly module is secured to a first side of the support wall and the media take-up assembly module and the printhead assembly module are secured to a second opposite side of the support wall.
4. A modular printer according to Claim 3, wherein the motor assembly module is an electrically driven motor assembly, and wherein the modular printer further includes electrical circuitry, the electrical circuitry being secured to the first side of the support wall.
5. A modular printer according to Claim 4, wherein the electrical circuitry includes at least one circuit board removably supported on the first side of the support wall.
6. A modular printer according to Claim 1, wherein the support body is formed of cast aluminum.
7. A modular printer according to Claim 1, further including a display assembly removably secured to the support body.

8. A modular printer according to Claim 1, further including a support block assembly module including a platen assembly module.